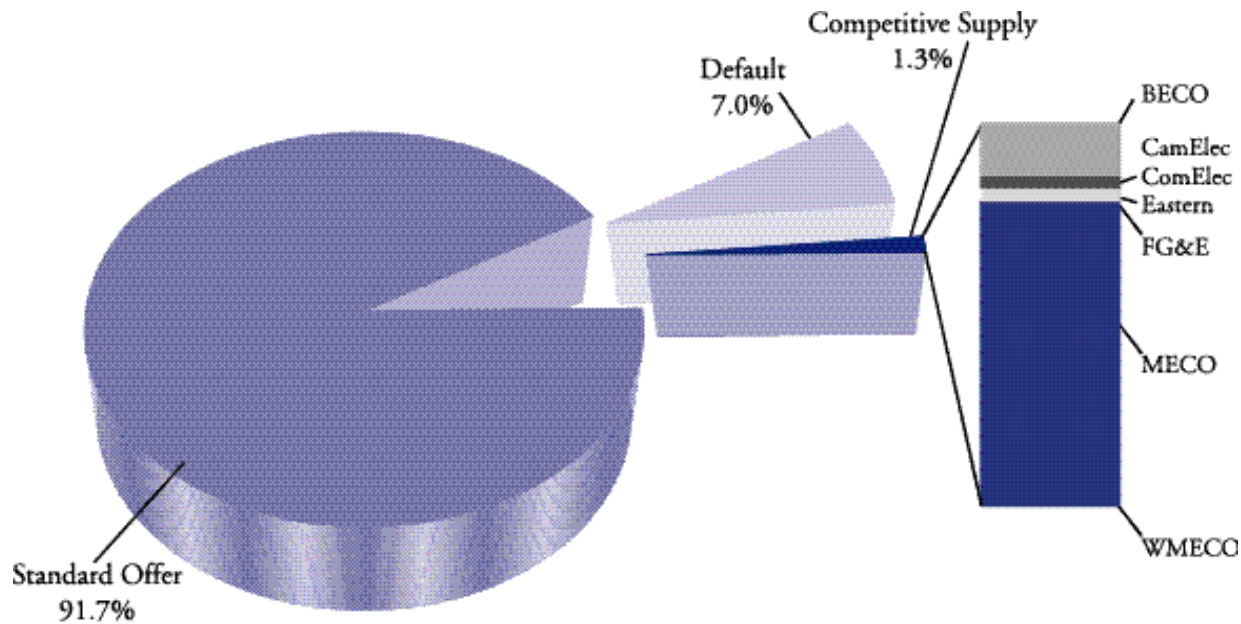


**Figure 3.2: Composition of Distribution Company Sales (kWh):  
First Quarter 1999**



Source: DOER

Table 3.5 shows the customer composition data by broad customer types and includes number of customers in addition to kilowatt-hour sales. An examination of the competitive customers and competitive sales columns shows that competitive suppliers were heavily focused on large industrial and commercial customers. Over 98% of kWh competitive sales were to commercial and industrial customers and over 76% of competitive customers were commercial and industrial. Moreover, the average sale to a competitive customer was over 49,000 kWh per quarter. This focus on larger customers is not surprising because of the higher marketing costs associated with acquiring and serving individual residential and small commercial/industrial accounts.

**Table 3.5: Distribution Customer Composition by Customer Type  
First Quarter 1999**

	Standard Offer Customers	Standard Offer Sales (KWh)	Default Service Customers	Default Sales (KWh)	Competitive Customers	Competitive Generation Sales (KWh)	Total Customers	Total Sales (KWh)
Residential	1,780,782	3,558,886,942	273,184	385,266,144	360	1,653,114	2,054,326	3,945,806,200
Low Income	123,227	199,887,243	2,281	3,770,035	0	0	125,508	203,657,278
Commercial	236,698	3,935,462,065	30,199	287,236,286	2,402	33,755,987	269,299	4,256,454,338
Industrial	5,279	2,364,517,883	513	91,709,842	144	106,948,104	5,936	2,563,175,829
Farms	1,276	7,741,944	47	177,344	0	0	1,323	7,919,288
Other	5,166	272,721,995	158	1,618,612	167	4,382,362	5,491	278,722,969
Total	2,152,428	10,359,218,072	306,382	769,778,263	3,073	146,739,567	2,461,883	11,255,755,902

Source: DOER